SYNOPSIS

# CHALLENGES AND PROSPECTS OF WOMEN ENTREPRENEURS IN HIMACHAL PRADESH

Submitted to

Alakh Prakash Goyal Shimla University

In Partial Fulfilment of the Requirement for the Award of Degree of

Doctorate of Philosophy

in Management


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**CERTIFICATE-I**

This is to certify that the Research Synopsis entitled "Challenges and Prospects of Women Entrepreneurs in Himachal Pradesh" has been submitted to School of Management, ALAKH PRAKASH GOYAL SHIMLA UNIVERSITY In partial fulfilment of the requirements for the degree of Doctor of Philosophy in Management of this university. To best of my knowledge no part of this Research Plan has been submitted for any degree or diploma anywhere in or outside India and the academic assistance received during this course of plan and course of literature and sources of literature have been duly acknowledged.

Place: Shimla

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## Certificate –II

This is to certify that the Research Synopsis entitled "Challenges and Prospects of Women Entrepreneurs in Himachal Pradesh" has been, submitted to School of Management, ALAKH PRAKASH GOYAL SHIMLA UNIVERSITY BY Ankita Thakur Enrollment No.17001922 in partial fulfilment of the requirements for the degree of Doctor of Philosophy in Management of this university. The Research Synopsis has been approved by the Research Development Committee (RDC) in its meeting held on dated 2-12-2019

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# INTRODUCTION

Entrepreneurship is augmenting in today's age. Entrepreneurial activity is one of the essential parts in the economic growth of the society. It serves as a platform for social and economic progression of the country. An entrepreneur can be regarded as a person who has the creativity, skill and motivation to set up a business or innovativeness of his own and who always looks for high accomplishments.

The word Entrepreneurship was first coined in French in the early 16th century when men engaged in leading Military expeditions were referred as entrepreneurs. From ancient times entrepreneurship has been a male-dominating field but in modern times the circumstance has changed and women have become the most innovative and inspirational entrepreneurs.

When the UN declared 1975 as the International Women's Year, the approach to women entrepreneurs began to change and the government announced various schemes to bring women out from the household chores into the mainstream of industries. The various schemes of Government of India, such as Support for Training and Employment Programme (STEP), Development of Women and Children in Rural Areas (DWCRA), Integrated Rural Development Programme (IRDP) and Training of Rural Youth for Self Employment (TRYSEM) and Jawahar Rozgar Yojana (JRY) etc are providing help for the development of women entrepreneurs in the country. Another scheme, called the "Trade Related Entrepreneurship Assistance and Development" (TREAD) and "Indira Mahila Yojana" (IMY) are also useful for the holistic empowerment of women.

According to Sixth census released by the Ministry of Statistics and Programme Implementation women constitute around 14% of the total entrepreneurship i.e. 8.05 million out of the total 58.5 million entrepreneurs. Out of this, 2.76 million women constituting 13.3% of women entrepreneurs work in agriculture sector whereas 5.29 million women constituting more than 65% work in non-agriculture sector. The average employment in women owned enterprises is meagre 1.67.The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status of women in the society. (Report of Sixth Economic Census)

Mushroom cultivation is often a women-friendly profession. Mushroom growing is one agricultural activity in which women can play a requisite role without sacrificing their household responsibilities. Mushroom growing has been recognised as a technically feasible



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and profitable venture and widely accepted by the researchers as a good venture for income, employment generation and rural development (Kapoor and Behl, Chauhan, 1983 and Sood, 1992). Mushroom cultivation is simple, low cost and suitable for rural areas is labour intensive and can provide work in both the semi-urban and rural areas.

In India, mushroom cultivation started long before time with the cultivation of paddy straw mushroom (Volvariella valvacea). In the year 1950s, an attempt was made to cultivate mushroom in Coimbatore. In the year 1962, Dingri was successfully cultivated in Mysore district of Karnataka/ Tamil Nadu State, though its cultivation could not be familiarised among the farmers till 1960s. For the first time, an attempt was made for artificial cultivation of button mushroom at Solan (H.P) where synthetic compost preparation technology was developed by using horse dung and wheat straw.

Himachal is one of those states in India which was swiftly transformed from the most backward part of the country to one of the most advanced states. In Himachal Pradesh, cultivation of white button mushroom was initiated on an experimental basis at Solan when the state government scheme financed by Indian Council of Agriculture Research was started during the year 1961-62.

Solan city of Himachal Pradesh is known by the mushroom city of India. A mushroom farming business can be a means of big profit in just a few weeks with considerably low start-up capital investment to start a business. In Himachal, Mushroom cultivation can be the best entrepreneurial activity which can be easily adopted both in the rural and urban areas.

Entrepreneurship development among farm women is an important approach in agriculture which helps not only in income generation but also empowers them with appropriate agriculture technology and business skills. Mushrooms can provide job and income to rural women who are enclosed within the family and have leisure time for productive pursuits. The women can not only produce mushroom but can also take up projects of value pickling, canning, used dehydration, etc. It requires less land area, less investment and gives early returns. Rural women can be involved in this vocation for self-employment by using this simple technology. Being part-time employment avenue women can easily combine with household and farming activities.



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## Literature Review

**Suharban et.al (1991)** conducted a study on "An Evaluation of Mushroom Cultivation Course". It was observed in the study that majority of the respondents (45.45%) joined the training course to adopt mushroom growing as an occupation and (43.18%) joined because they wanted to learn more about mushroom growing techniques either for consumption or just to gain more knowledge about mushrooms. It was also observed that majority of the respondents were confident to certain extent to make required spawn at their own residence after training. The most important constraint felt by majority of respondents (45.45%) was marketing of the mushroom. It was observed that (45.45%) of respondents applied the knowledge gained through training in the cultivation of mushrooms, while (45.45%) applied the knowledge both in preparation of spawn and cultivation of mushrooms. The suggestions offered by trained persons for further improvement in the study was to give wide publicity on mushroom and to give more importance to practical.

**Veena and Pandey (2012)** attempted a study "Medicinal mushrooms- a novel crop for horticultural diversification in India". This study revealed that mushroom cultivation is highly suitable for Indian condition due to the availability and agro-climate conditions that exist in different parts of the country. It was found that most of the medicinal mushroom can be successfully cultivation in India without many modifications in the environment. It is revealed that medicinal mushroom cultivation is lucrative and generates lot of employment opportunities and is suitable for housewives and handicapped people. It was found in the study that medicinal mushrooms are used as a remedy to treat more than 20 different illnesses.

**Sugaraj and P.S (2014)** conducted a study on "A Study of Women Entrepreneurship and their Problems in the development in Western Entrepreneurship". The population of the study was confined to the women entrepreneurs in Pune district. The study focused on women participation in small business ventures in India. It was observed that the success of women entrepreneur differs from state to state in India. The demographic profile of the respondents showed that majority of them was married. Result of the study showed that the respondents had used their own funds to start the business and they spent 4-5 hours in their business. The study found that factors like economic independence, use of idle funds, market potential are responsible for motivating women entrepreneurs. The study revealed that lack of motivation



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and confidence, role conflicts, lack of leadership qualities were major constraints faced by women entrepreneurs.

**Agarwal and Lenka (2014)** conducted a study on "A conceptual Framework on Women Entrepreneurs: Problems and Prospect." The objective of the study was to emphasise on problems and prospects of women entrepreneurs. The research analysed that problems faced by women in initiation of enterprise were absence of self confidence, social perception, exploited by middlemen, negative perception of banks and financial institutions, cut throat competition, lack of awareness about government and non government schemes, improper balance between work and family life, negligence of heath issues, lack of professional education and training programs and lack of interaction. The study suggested that by giving proper education, training programmes, support from financial institutions, government and family, participation of women can be encouraged in the field of entrepreneurship.

**Sangolagi and Alagawadi (2016)** conducted a study on "Women Entrepreneurs". The study focused on opportunities for growth and challenges faced by women entrepreneurs for today. The study was based on women roti makers working in Gulbarga city of Karnataka state in India. The study concluded that in India the past image of restricted and home bound women is slowly going under change government has come forward with many facilities, concessions and incentives exclusively for women entrepreneur. The study suggested that general measures can be adopted to encourage and develop women entrepreneurship.

**Mayanja Ibrahim, Tipi Tolga (2017)** conducted a study on: The Economic Empowerment of Women in Uganda through Mushroom Production". The study sought to identify profits, reasons why women involved in the mushroom production and constraints of mushroom farming. The result of the study indicated that majority of married and educated women were involved in the production of mushroom and were made average profits. The study observed that the reason why women involved in the production of mushroom was fast maturity of mushroom and availability of market for mushroom. The study further reveals that the respondents had never received support from government and free mushroom spawn. The study found that major constraints faced by the women mushroom cultivators were low market prices, scarcity and poor quality of mushroom spawn supplied to women farmers.

**Easin et.al (2017)** conducted a study on "Mushroom Cultivation as a Small- Scale Family Enterprise for the Alternative Income Generation in Rural Bangladesh". This explorative study conducted a reconnaissance survey prior to the final survey to identify number of



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successful enterprises and the range of investment to select the ultimate sampling unit. The study found that male entrepreneurs were more than female entrepreneurs. The study on general attributes of the entrepreneurs showed that this farming is their part time or side business which is giving them extra income. It was observed that investing a small capital which is affordable to poor people would generate a substantial income that supplements the farming income. The study suggested that farmers should get the financial support from the government and non- government organization (NGOs) at low interest.

**Sharma et.al (2017)** in their study on "Status of mushroom production in India" tries to analyze the current scenario of mushroom industry and tries to discuss the opportunities and challenges for development of mushroom entrepreneurship in India. It was observed in the study that in India, production of white button mushroom was largely produced. Total white button mushroom produced in India during 2016 was 94676 metric tons out of which approximately 8500 metric tons were produced in Haryana and Punjab. The reasons behind this were like nearness to market and availability of raw materials at cheaper price. The study also observed that shiitake mushroom was successfully cultivated in Uttrakhand and Himachal Pradesh but this has not been exploited at commercial scale in India. The study also revealed that in the year 2016-17, the total exports of white button mushroom form India in canned and frozen form stood at 1054 quintals and generated an income of Rs 7282.26 lakhs. The study showed that, presently in India total mushroom production is approximately 0.13 million tons.

**Kumari et.al (2018)** conducted a study on "Adoption Level and Constraints in Scientific Mushroom Cultivation among Rural Women". The study was conducted in Uttar Pradesh on farm women to identify the adoption level of oyster mushroom and to assess various constraints faced by rural women. The study showed that majority of respondents were having high level of adoption of scientific cultivation of oyster mushroom but found low and medium level of adoption level in respect of technology. Major constraints found in the study was lack of proper marketing channels, lack of interest in mushroom production and lack of government schemes for mushroom production. The study suggested that for selling mushroom, government must provide marketing facilities at village level. It was also suggested that to encourage the mushroom production enterprises in rural areas, availability of good quality of spawn and proper storage facility must be ensured.



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**Singh et.al (2018)** conducted a study on "Economic Empowerment of Rural Farm Women through Mushroom Production- A case study of Patna District, India." An attempt was made in the study to assess the economic viability and social acceptability of mushroom production. The study concluded that mushroom production for economic empowerment of farm women is a profitable activity. Majority of rural women agreed that mushroom production require lesser time and space and it requires minimum labour. It was observed in the study that there is an urgent need to impart technical knowhow to women in order to adopt mushroom production as an income generating activity for enhancing additional income.

**Shahi et.al (2018)** conducted a study on "Impact study on Mushroom Cultivation for Micro Entrepreneurship Development and Women Empowerment." The study was conducted to find out the impact of vocational training programme on mushroom production for entrepreneurship development. After measuring the change in perception level of respondents before and after training, it was observed that the knowledge gained by them after training was more satisfactory. It was revealed in the study that mushroom production has enhanced the economic level of people. The study also analyzed the change in livelihood pattern of rural women engaged in mushroom cultivation and the results revealed that after generating income through mushroom production they were spending more on more food, health and education.

**Anne Sande (2019)** conducted a study on "Mushroom as a Strategy to Reduce Food Insecurity in Tharaka Nthi" in Kenya. The study sought to identify the common types of mushroom grown, level of awareness and factors affecting the acceptability of the mushroom. It was found that four varieties of mushroom were existed in the study area. The varieties were Oyster, shiitake, Enoki and portabella. The result of study indicated that there was low level of awareness about the growing and value of mushrooms and respondents did not accept the mushrooms because of reasons like it had no culture value, lack of skills for preparation of mushrooms and fear about poisonous nature of mushroom. It was concluded in the study that utilization and acceptance of mushroom can be enhanced through training. Study suggested that there is need for different stakeholders to work together to promote positive attitude.



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## NEED OF THE STUDY

Mushroom cultivation is now recognized as women friendly profession which not only helps in income generation but also empowers them to raise their socio-economic status. The present study will find out the socio-personal profile of women mushroom entrepreneurs. The study will pin point those factors which are responsible for adoption of mushroom cultivation. The findings will help government and other agencies.

The study would also determine the performance of mushroom growing women entrepreneurs who are cultivating the same for commercial purpose and the income generated from this profession. This will certainly help to know the current situation of the women entrepreneurs. The challenges and the constraints faced by the women entrepreneurs will further provide insights to administrators and policy makers to redesign them strategies for mushroom women entrepreneurs. The suggestion emerged from the study will undoubtedly provide good feedback to the executors and extension agencies engaged in the task of promoting mushroom as an enterprise among the women.



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## OBJECTIVES OF THE STUDY

Even though several studies have been conducted on entrepreneurship or women entrepreneurial behaviour, the same for women entrepreneurs in mushroom has not been attempted much in Himachal Pradesh. Keeping this in mind, the study will be undertaken with the following specific objectives:

1. To study the demographic profile of women entrepreneurs.
2. To determine the factors responsible for adoption of mushroom enterprise by the women.
3. To assess the performance of commercial mushroom growing women entrepreneurs.
4. To analyse the challenges and prospects of women mushroom entrepreneurs.



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## RESEARCH HYPOTHESIS

1. $H_0$: There is no association between demographic profile of the respondents and their level of adoption of mushroom production.

   $H_1$: There is an association between demographic profile of the respondents and their level of adoption of mushroom production.

2. $H_0$: There is no association between respondents' awareness about mushroom and their selected socio-personnel traits.

   $H_1$: There is an association between respondents' awareness about mushroom and their selected socio-personnel traits.

3. $H_0$: There is no association between the income generated and their socio-personnel traits.

   $H_1$: There is an association between the income generated and their socio-personnel traits.



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# RESEARCH METHODOLOGY

The study will be conducted in Himachal Pradesh. There are total 12 districts in the State. All the districts of the State will be selected for the purpose of study. A list of all the mushroom growers will be obtained from the State Department of Horticulture of each district. From this list, all the female mushroom growers will be selected which would constitute the sample for the proposed study.

The factors responsible for adoption of mushroom enterprise will be identified by consulting the experts in the field and the pertinent literature. The factors of adoption will be rated on three point continuum scale viz. Most important, Important and Least important with a score of 3,2 and 1 respectively. The Mean score for each factor will be calculated and ranked accordingly.

The performance of mushroom growing women will be measured in terms of the number of mushroom trays being grown by them in a year.

To determine the income generated, financial appraisal will be carried out taking into account of primary investment, operating costs and return from the sales of mushroom.

The challenges or the main constraints faced by the respondents in mushroom cultivation will also be identified and analysed on the basis of three point continuum scale viz. Very serious, Serious and Not so serious with respective scoring of 3,2, and 1.

The frequency of the respondents under each continuum/ column will be multiplied with its respective score to determine the total score on each challenge/constraints and will be ranked accordingly in order to find out the main challenges or constraints.

The data will be collected with the help of well structured and pre tested interview schedule by personally interviewing the respondents. The data will be tabulated, analyzed and interpreted by applying suitable statistical methods like percentage, frequency, standard deviation etc.



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## TENTATIVE CHAPTERIZATION

Chapter 1: Introduction

i. Introduction of the topic
ii. Objectives of the study
iii. Need of the study
iv. Limitation of the study

Chapter 2: Review of Literature

Chapter3: Research Methodology

i. Locale of the study
ii. Sampling procedure
iii. Statistical tool
iv. Hypothesis testing

Chapter4: Results and Discussion

Chapter5: Summary and Conclusion

Chapter6: Bibliography

Chapter7: Appendices



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